



# Creating a Globally Competitive Manufacturing Environment in the US

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# How Do We Compete In A Global Marketplace?



# Key Themes

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- **Managing Innovation in an Emerging Technology Environment**
- **Synchronizing Product Lifecycle Management with State-of-the-Art Manufacturing Technologies**
- **Design for Manufacturability and Assembly in the US**
- **Understanding the Myths and Realities of Offshore Manufacturing**



# Homegrown Vision



## **Be Flexible**

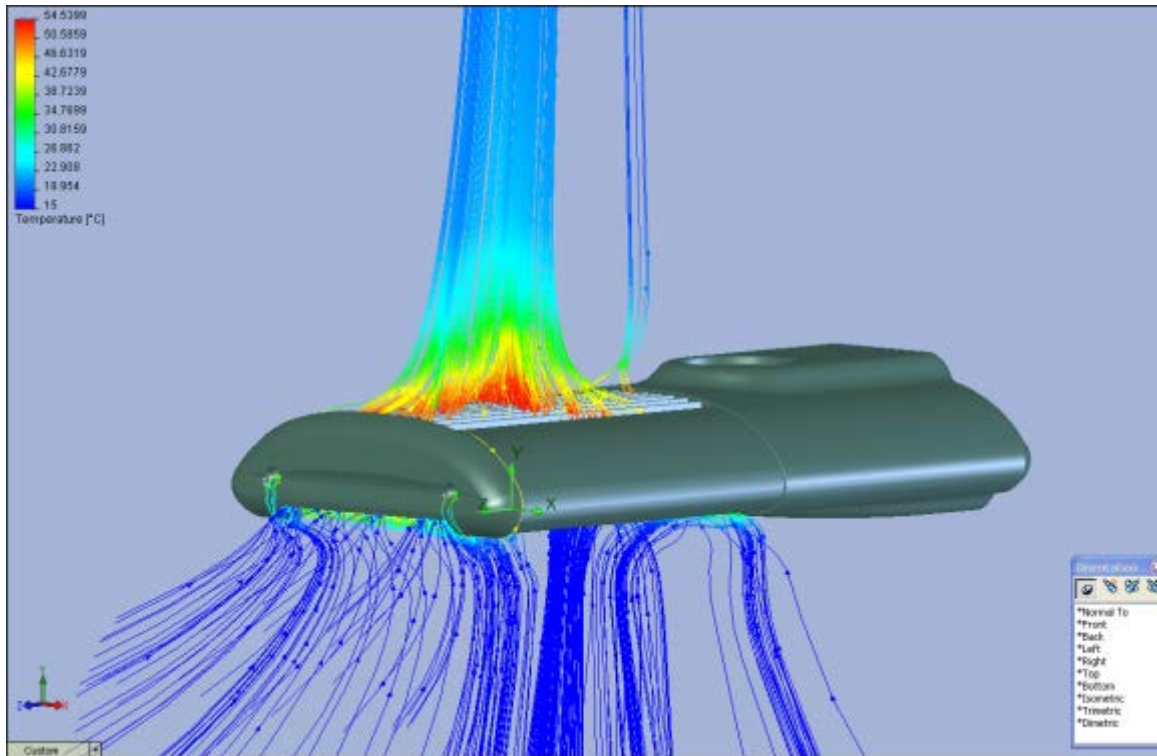
**Shorter product lifecycles**

**More product introductions**

# **Managing Innovation in an Emerging Technology Environment**

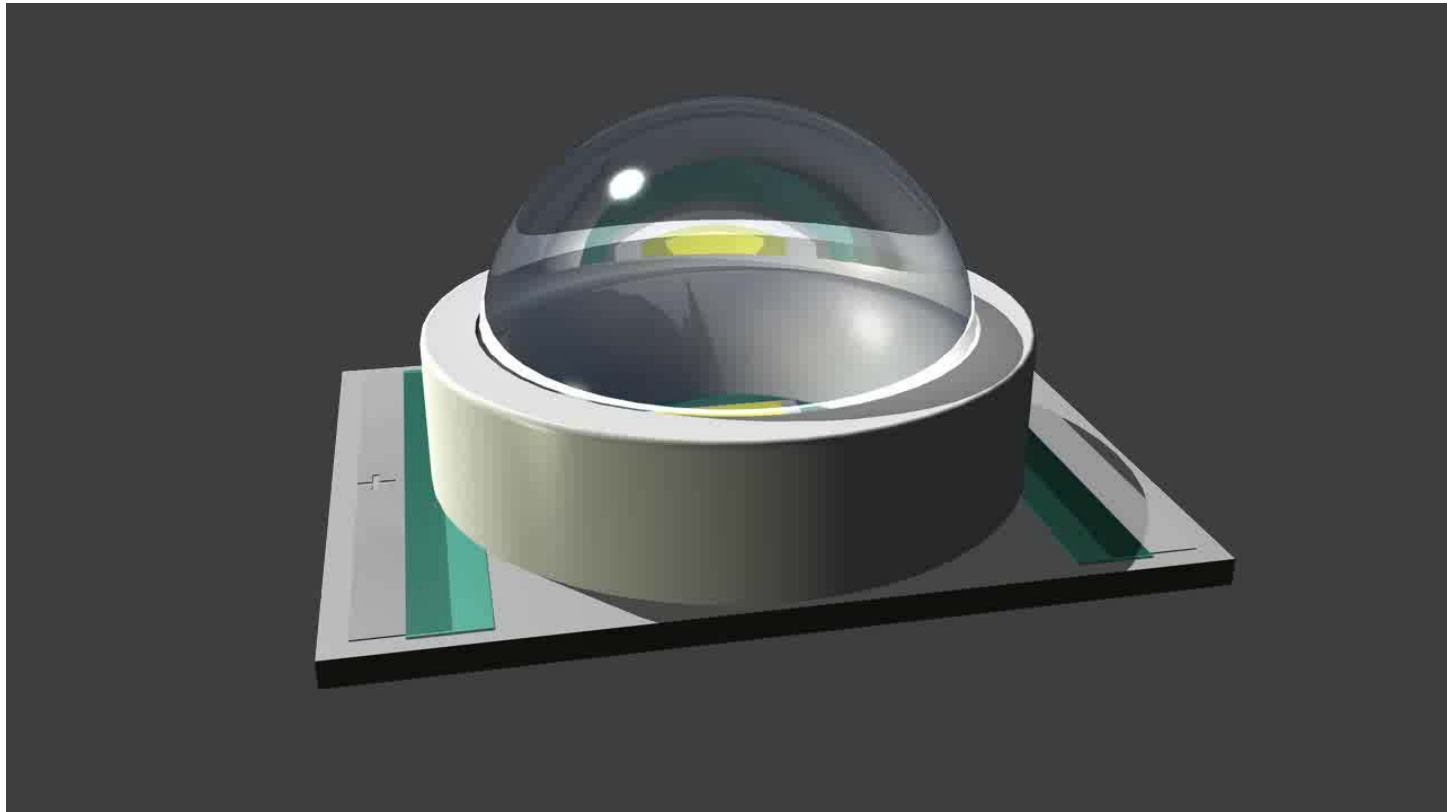
# Reliable LED Luminaire Performance

- Requires Effective Thermal Management



# Reliable LED Luminaire Performance

- Requires Effective Optical Design and Control



# Synchronizing Product Lifecycle Management with State-of-the-Art Manufacturing Technologies



# Pre-LED – 30 years of history

Pre-May 2007



# LED – 5 Years of Product Innovation

May 2007 (Lightfair)

First Manufacturer to Launch a Full Line of LED Luminaires Under BetaLED® Product Brand Name



# Design for Manufacturability and Assembly in the US

## **New 21<sup>st</sup> Century Production Technology**

# State of the Art Manufacturing & Quality Processes

## LED Luminaire Assembly (Two Step Process)

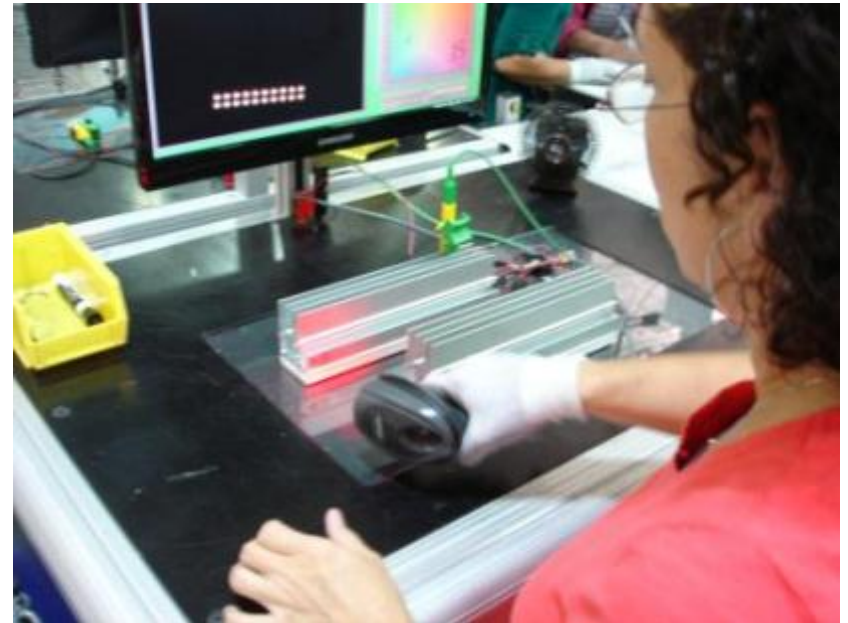
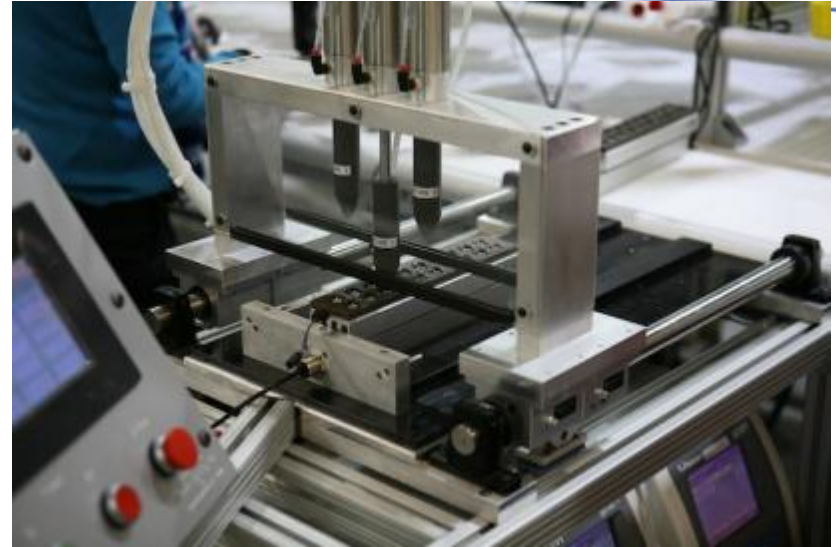
- Light Engine Assembly
- General Luminaire Assembly





# Our Value

## Invest in Quality Control



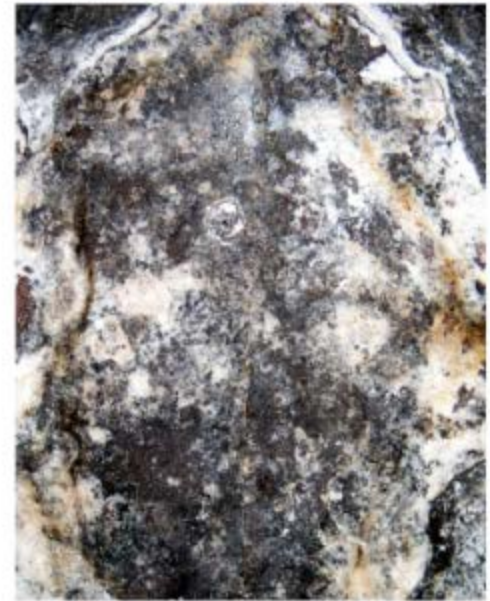
# State of the Art Manufacturing and Quality Processes

## DeltaGuard® Finishing





**A1**



Magnification 3.4 Diameters

## 5000 Hour Comparison

**B1**



Magnification 3.4 Diameters

# Our Results

## Flexible Inventory



# Myths and Realities of Offshore Manufacturing



**August 17, 2011**

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## **Cree Acquires Ruud Lighting, Inc. to Accelerate the LED Lighting Revolution**

Addition of BetaLED® Product Line Strengthens  
Leadership Position in LED Lighting and Components

**November 15, 2011**

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## **Cree's Ruud Lighting Subsidiary Announces 208,000-Square-Foot Facility Expansion to Create 469 Full-time Jobs Over the Next Four Years**

Cree, Inc.'s Ruud Lighting subsidiary, based in Racine, Wisc., will hold a groundbreaking ceremony today to highlight a 208,000-square-foot expansion to its manufacturing facility.

# *208,000-Square-Foot Facility Expansion*



# *Proven America (Meets ARRA)*



# Summary



This



This



To This



# City of Los Angeles LED Program

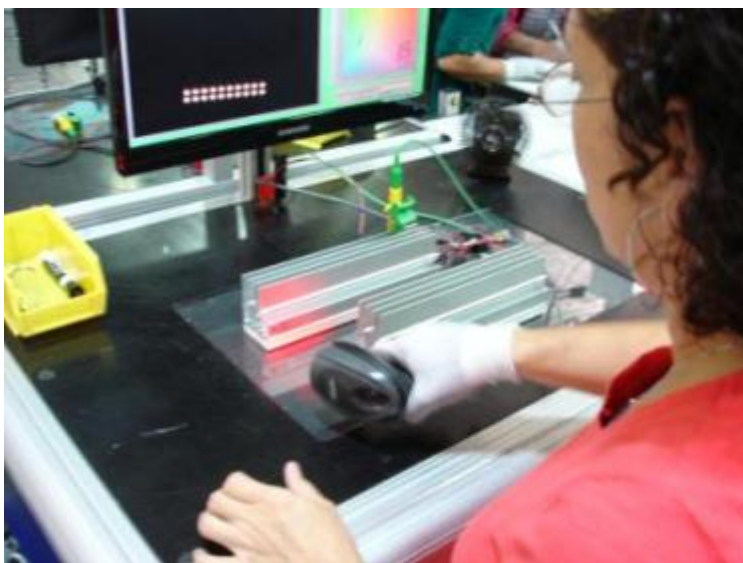
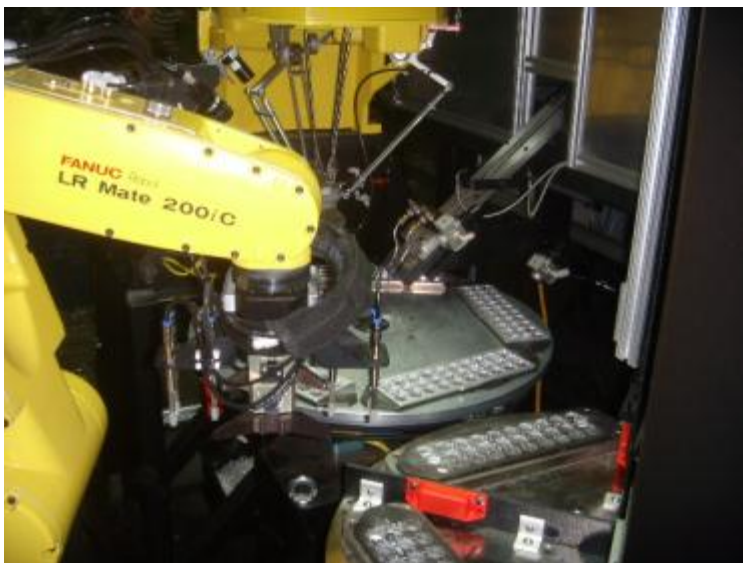


Skyglow from the City of Los Angeles, California

Photo courtesy of City of Los Angeles/Bureau of Street Lighting

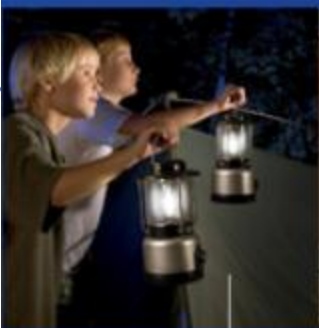


# We Must Provide Value



# Questions?





PORTABLE



RESIDENTIAL



OFFICE



RETAIL



ARCHITECTURAL



OUTDOOR

**LED lighting: Energy efficient & planet friendly.**

**Cree. Leading the LED lighting revolution.**

Join Cree's LED lighting revolution. We invite you to see how our high-performance, high-efficiency LEDs are lighting up the world.

**CREE** 